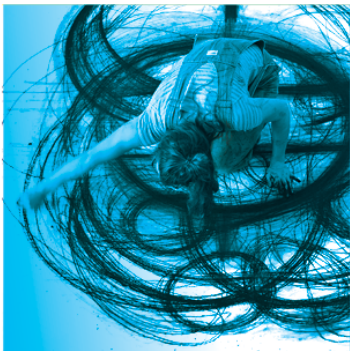


**SAVE THE DATE**

**OCT 15**

**1:00 TO 7:00 PM**

**Art | Music | Performance | Food Trucks**



**the HAPPENING**  
**on 2nd**

**SPACE ONE ELEVEN ARTS CENTER**

*Celebrating 35 Years of Making Art Work*

# the HAPPENING on 2nd

**SPACE ONE ELEVEN ARTS CENTER**

*Celebrating 35 Years of Making Art Work*



**“The Happening on 2nd”  
Sponsorship Packages**  
Saturday, October 15, 2022 | 1-7PM  
2400 block of Second Avenue North  
Downtown Birmingham 35203

Platinum Presenting Sponsor	\$20,000
Chrome Stage/Event Area Sponsor	\$12,000
Gold	\$7,500
Silver	\$5,000
Bronze	\$1,000
Event	\$500
Neighborhood	\$100

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SPACE ONE ELEVEN ARTS CENTER

*Celebrating 35 Years of Making Art Work*

## Who We Are

Founded in 1986, Space One Eleven Arts Center is a non-profit visual arts organization that offers contemporary art exhibitions and art classes to the community while promoting social justice through the visual arts.

## About The Happening on 2nd

Join Space One Eleven in celebrating its momentous 35th ARTiversary at **The Happening on 2nd** - a fun-filled arts and music street party on **Saturday, October 15, 2022**, from 1 to 7 p.m. on Second Avenue North in downtown Birmingham. The event will provide the whole family with an unforgettable experience promoting art and entertainment while celebrating 35 years of artmaking. View the 35th Anniversary Art Exhibition, enjoy live music and performance, participate in art activities, including taking a spin at the pottery wheels, a public printmaking activity with Paperworkers Local, live portraits by Andy Jordan, childrens' face painting with Painted Personalities, and a Kids' Art Zone; in addition to performances and interactions with Hoop for Fitness, Dala Tribal Bellydancers, Tragic City Rollers, Magic City Disco, and roving characters. Food trucks will be onsite, and in true Southern fashion, there will be game day football viewing!

Experience some of the city's best local musical talent with performances by Teenage Daddy, Alabama School of Fine Arts Youth Jazz Band, and solo artist Dominique Posey, as seen on American Idol; in addition to a sci-fi Latino noir solo performance by special guest José Torres-Tama. Elias Hendricks, Birmingham native and international entertainer will emcee this event.

## Where Does the Money Go?

Funding provides the resources necessary to continue Space One Eleven's mission of providing a platform for contemporary artists, art exhibitions and related events that are free to the community, scholarships for children and youth to attend Space One Eleven's afterschool art classes and camps, free art classes for Title I schools, and fully equipped art studios accessible to the public in SOE's ARTfix! program.

	Platinum Presenting Sponsor	Chrome Stage / Event Area Sponsor	Gold	Silver	Bronze	Event	Neighborhood
	\$20,000	\$12,000	\$7,500	\$5,000	\$1,000	\$500	\$100
Event Naming	X						
TV or Radio interview	X						
Remarks at the Event	X						
Enhanced Social Media Presence	X						
Event Area Naming		X					
Social Media with Links to Website	X	X					
On-Site Booth/Table	2	1					
Art Making Experience for 15	X	X					
Featured on Marketing Posters/Banners	X	X	X				
Featured in Event Marketing Materials	X	X	X				
Event branding in your advertising	X	X	X				
Press Release	X	X	X	X	X	X	
Website	X	X	X	X	X	X	
Admission Tickets	8	6	4	4	2	2	2
Beverage Tickets	8	6	4	4			

## Platinum Presenting Sponsor \$20,000

- ❖ This year's event will be named after your company: Space One Eleven The Happening on 2nd, presented by [YOUR COMPANY]!
- ❖ Your company name and logo will appear prominently in all event marketing materials such as event graphics, posters, banners, stage, and more.
- ❖ You will receive the opportunity to be included in one TV or radio interview to promote the event, if desired.
- ❖ You will receive the opportunity for a company representative to give remarks at the event.
- ❖ Your company will receive an enhanced social media presence with links to your profile.
- ❖ On-site benefits include company listing on event signage, A Frames, and other marketing materials. Also, your company will have the opportunity to have a booth/table on-site at the event to promote your company and/or visit with event attendees.
- ❖ Your company will be recognized on our event website page (with links to your company's website) and in the press release.
- ❖ You will be able to use event branding in your company's advertising.
- ❖ 1 art making event for up to 15 people
- ❖ 8 free admission event tickets
- ❖ 8 free beverage tickets

## Chrome Stage/Event Area Sponsor \* \$12,000

\*Additional Event Area Sponsor opportunities include:

35th Anniversary Exhibition

Kids' Art Zone

Game Day Football Viewing Area

- ❖ The Stage/Event Area will be named after your company.
- ❖ Your company name and logo will appear prominently in all event marketing materials such as event graphics, posters, banners, and more; as well as on the stage/event area banner and signage.
- ❖ Your company will be recognized as a featured sponsor and your name/logo will appear prominently in all event marketing materials such as event graphics, posters/banners, press release, and more.
- ❖ Your company will receive an enhanced social media presence with links to your profile.
- ❖ On-site benefits include company listing on event signage, A Frames, and other marketing materials. Also, your company will have the opportunity to have a booth/table on-site at the event to promote your company and/or visit with event attendees.
- ❖ Your company will be recognized on our event website page (with links to your company's website) and in the press release.
- ❖ You will be able to use event branding in your company's advertising.
- ❖ 1 art making event for up to 15 people
- ❖ 6 free admission tickets
- ❖ 6 free beverage tickets

## Gold Sponsor \$7,500

- ❖ Your company name will appear prominently in all event marketing materials.
- ❖ Your company will be recognized on our event website page and in the press release.
- ❖ You will be able to use event branding in your company's advertising.
- ❖ 4 free admission tickets
- ❖ 4 free beverage tickets

## Silver Sponsor \$5,000

- ❖ Your company will be recognized on our event website page and in the press release.
- ❖ 4 free admission tickets
- ❖ 4 free beverage tickets

## Bronze Sponsor \$1,000

- ❖ Your company will be recognized on our event website page and in the press release.
- ❖ 2 free admission tickets

## Event Sponsor \$500

- ❖ Your company will be recognized on our event website page and in the press release.
- ❖ 2 free admission tickets

## Neighborhood Sponsor \$100

- ❖ Establishment identified on Friends of Space One Eleven Neighborhood Bar and Restaurant Map as advertising.
- ❖ 2 free admission tickets

## CONTACT INFORMATION

If your company is interested in sponsoring Space One Eleven's The Happening on 2nd, please contact:

**Peter Prinz, CEO & Co-Founder**  
**Space One Eleven Arts Center**  
**205.328.0553**  
[peterprinz@spaceoneeleven.org](mailto:peterprinz@spaceoneeleven.org)

**Cheryl Lewis, Director of Programs**  
**Space One Eleven Arts Center**  
**205.328.0553**  
[cheryllewis@spaceoneeleven.org](mailto:cheryllewis@spaceoneeleven.org)

## **MORE ABOUT SPACE ONE ELEVEN**

### **Art Exhibitions**

Space One Eleven's longevity, reputation, and national recognition are direct results of its commitment to expert curation and the quality of artwork and artists who are Birmingham-based, regional, national, and beyond – all of which enhances the cultural life of our community. We serve emerging and mid-career artists and want to seek out diverse artists, including those who might be overlooked or marginalized.

Space One Eleven has a tradition of being a space where artists can create and exhibit their work, comment on social issues, and challenge misconceptions without the fear of censorship. It is essential that artists are central to the discourse on issues of race, gender, and economic disparity in a southern community where such conversations simply are not had around the dinner table. SOE exhibitions are regularly accompanied by artist talks and panel discussions

Paying artists to exhibit and teach is one way we support them. The happy consequence of that is that they share their love of art and art-making with Birmingham's youth through SOE's ***City Center Art*** after-school art class and summer art camps.

### ***City Center Art***

*City Center Art* camps and classes for students in grades 2 through 12 are taught in Space One Eleven's art studios using a curriculum that is designed to build visual communication skills and foster creative thinking. Students participate in group and individual critiques, write about their work, and celebrate their artistic achievements during culminating exhibitions.

Space One Eleven believes that cost should never be a barrier to accessing art classes and offers financial aid scholarships for all families who wish to apply to *City Center Art* programs.

### **Title I Schools**

In Space One Eleven's Title I Schools program, we offer art classes to schools that are without visual art teachers. The classes are part of the students' weekly curriculum throughout the school year, and classes are offered to the schools at no cost.

### **ARTfix!**

Space One Eleven's ARTfix! program offers fee-based art classes and workshops to the general public for participants of all skill levels. Examples of classes and workshops include clay, figure drawing, oil painting, printmaking, and more.

For more information about Space One Eleven, visit <https://spaceoneeleven.org/>.